



WKM

## ORDER

Print Date 09/12/12 Page 1 of 3

Flight Dates 09/13/12-09/17/12

<u>Contract / Revision</u>	258890 /	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>		<u>OBAMA FOR AMERICA</u>	<u>Estimate #</u>	1768
09/12/12	09/12/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	06313069
		<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	Pol/Pres/D/Barack Obama	3050 K Street NW Suite 100 Washington, DC 20007	<u>Order Type</u>	GENERAL
New till 02/05/09			<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	GMMB		<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>		<u>Sales Office</u> PHI	<u>Demographic</u>	A35+
3050 K Street NW Suite 100 Washington, DC 20007		<u>Sales Region</u> NAT	<u>Rev Codes</u>	AGY POL CAND
		<u>Agency Ref</u>	<u>Product Codes</u>	PL-Presidential-Democrat
			<u>Priority</u>	P-2
			<u>Advertiser Ref</u>	

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 22750

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	23	\$19,337.50	\$22,750.00	0.00	08/27/12	09/17/12	23	\$19,337.50	\$22,750.00
<b>Totals</b>	<b>23</b>	<b>\$19,337.50</b>	<b>\$22,750.00</b>	<b>0.00</b>					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKM	09/13/12	09/17/12	CBS This Morning The Early Show	CM	7-9a	M--TF--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	M--TF--		3				\$350.00		0.00			
E 2	WKM	09/13/12	09/17/12	11-12p Price Is Right Price Is Right	CM	11a-12p	M--TF--	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	M--TF--		2				\$550.00		0.00			
E 3	WKM	09/13/12	09/17/12	11-12p Price Is Right Price Is Right	CM	11a-12p	M--TF--	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	M--TF--		1				\$550.00		0.00			
E 4	WKM	09/13/12	09/17/12	Local 6 News 12-1230p CM Local 6 News 12-1230p	12-1230p		M--TF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	M--TF--		1				\$400.00		0.00			



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Print Date: 09/12/12

Page 2 of 3

## Contract Revision

**258890** Flight Dates 09/13/12-09/17/12

### Hiatus Dates

Original Date / Revision 09/12/12 / 09/12/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1768



WKM

Print Date: 09/12/12

Page 3 of 3

Contract / Revision**258890** Flight Dates **09/13/12-09/17/12**Hiatus DatesOriginal Date / Revision 09/12/12 / 09/12/12Order Sep 00:15:00Advertiser **Pol/Pres/D/Barack Obama** Product **OBAMA FOR AMERICA**Estimate # **1768**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 16	WKM	09/14/12	09/17/12	4-430p Extra Extra	CM	4-430p	M---F--	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/14/12 09/20/12 M---F-- 1 \$300.00 0.00															
														<b>Totals</b>	<b>23 \$22,750.00</b>





WKMG

Print Date: 09/12/12

Page 2 of 3

Contract Revision

255505 Flight Dates 09/18/12-09/24/12

### Hiatus Dates

Original Date / Revision 09/12/12 / 09/12/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1536



WKM

Print Date: 09/12/12

Page 3 of 3

## Contract Revision

255505 Flight Dates 09/18/12-09/24/12

### Hiatus Dates

Original Date / Revision 09/12/12 / 09/12/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1536

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
E 20	WKM	09/20/12	09/20/12	Thu Prime 10p Person of Interest	CM	10-11p	---T---	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00	
E 23	WKM	09/20/12	09/20/12	Thu Prime 9p Two and a Half Men 9-10p	CM	9-10p	---T---	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---T---		1	\$9,000.00			0.00						
E 24	WKM	09/18/12	09/18/12	Tue 2 Hour Special	CM	various	-T-----	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00	
				Tue 2 Hour Special												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-T-----		1	\$9,000.00			0.00						
E 25	WKM	09/18/12	09/18/12	Tue Prime 8p NCIS	CM	8-9p	-T-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-T-----		1	\$10,000.00			0.00						
E 27	WKM	09/18/12	09/18/12	Tue 2 Hour Special	CM	various	-T-----	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00	
				Tue 2 Hour Special												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-T-----		1	\$9,000.00			0.00						
E 28	WKM	09/19/12	09/19/12	Big Brother 90min Finale	CM	930p-11p	--W----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00	
				Big Brother 90-min Finale												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--W----		1	\$7,500.00			0.00						
E 29	WKM	09/19/12	09/19/12	Survivor 90min Premier	CM	8p-930p	--W----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00	
				Survivor 90 Min Ssn Prr												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--W----		1	\$7,500.00			0.00						
N 30	WKM	09/22/12	09/22/12	5-7a Sat News	CM	5-7a	-----S-	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00	
				Sat 5-7a News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----S-		1	\$100.00			0.00						